

# 2025 **KMWorld** GUIDE TO KM TRENDS, PRODUCTS, AND SERVICES

This annual guide is for IT and business decision makers as they continue to navigate the major technologies and trends shaping digital transformation today. Published in the May/June edition of *KMWorld* magazine and as a special PDF download for registered viewers, this unique publication will feature insights and research on adoption rates, buyer perceptions and priorities, key challenges and emerging best practices. It will also include a comprehensive directory of companies, products, and services in the industry. Sponsoring the 2025 Guide will put your company and its solutions front and center in the market to increase awareness and interest and drive new engagement with prospective customers

## The **KMWorld** Guide is the only industry resource serving the combined market for:

- › Document, Content, and Knowledge Management
- › Business Process Management
- › Intelligent Search
- › AI and Machine Learning
- › Text Analytics and Natural Language Processing
- › Customer Experience
- › Collaboration and Workflow
- › Information Governance and Security
- › Records Management and E-Discovery
- › Business Intelligence and Analytics
- › Taxonomies and Metadata
- › SharePoint
- › Regulatory Compliance
- › Intranets and Portals
- › Image, Forms, and Document Capture

## Reach professionals who evaluate, recommend, and purchase solutions: The **KMWorld** Guide is distributed in multiple formats:

- › Included in the *KMWorld* May/June issue
- › Special PDF version hosted on KMWorld.com and marketed to the KMWorld database of over 50,000 information and knowledge management professionals.
- › Your online profile is included on KMWorld.com for a full year

## Sponsorship Packages

### 1. Premium Listing: \$995

- › 250-word company profile, company logo, contact information, and hyperlink to your website on KMWorld.com for a full year
- › Link to your X, LinkedIn, and Facebook accounts
- › Company Profile & Services Descriptions
- › Unlimited Topic Centers Selection
- › Editable Live Links to your case studies, white papers, webcasts, demos, or special landing pages
- › Ability to embed video
- › Automatically pulls in all editorial mentions from KMWorld.com into your profile
- › Your profile is fully integrated throughout KMWorld.com content

### 2. Diamond sponsorship: \$2,995 (limited to 8 sponsors) Includes all of the Premium listing benefits, plus:

- › Lead Generation-Diamond sponsors will receive regular updates of individuals who have downloaded the PDF Guide. A minimum of 150 leads guaranteed.

Reserve your space now for the print AND online Guide to KM Trends, Products, and Services. Your profile can go online immediately. The Space Reservations Deadline is March 19.

## ➔ For additional information or answers to specific questions, contact:

**Stephen Faig**  
Group Sales Director  
973-224-2930  
sfaig@infotoday.com

**LaShawn Fugate**  
Account Executive  
859-278-2223 x 104  
lashawn@infotoday.com